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NEWS RELEASE

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FOR IMMEDIATE RELEASE

CONTENTIOUS REGULATIONS TO BE STUDIED ...
S.G.W.U. MARKETING DEPARTMENT TO RESEARCH EVENING STORE HOURS

The Department of Marketing of Sir George Williams University has completed arrangements for a full-scale objective study of early closing legislation and the validity of criticism of evening store hours.

The study will be directed by Dr. Bruce Mallen, Chairman of the Department of Marketing and of M.B.A. Graduate Studies, and financed by the National Retailers Institute, Toronto.

Announcing the project today, Dr. Mallen said the first two phases of the six-phase study would begin immediately and be completed by October 31, 1968. Phase one will cover the role of competition in a free market, the role of non-price competition, and the role of evening shopping as a form of non-price competition.

Phase two will be a situation analysis. It will investigate the working hours of retailers and their employees, analyzing the female labour force statistics and data on geographic living patterns and trends. Another part of phase two will deal with the impact of suburban department store and discount department store competition on other types of retailers. Urban planning experts will be consulted about the charge that such competition is contributing to urban decay.

The National Retailers Institute was formed in 1967 to help promote maximum shopping convenience for the consumer. Its member-companies are: Allied Towers Merchants Ltd., Canmart Shoe Ltd., S.W. Woolworth Co. Ltd. (Woolco), Gamble-MacLeod Ltd., S.S. Kresge Co. Ltd., Steinberg's Ltd., The Oshawa Wholesale Ltd., United Cigar Stores Ltd. and associated companies, and Zeller's Ltd.

Four other phases are projected for the full-scale study of early closing legislation. These are a marginal cost and volume analysis; a retailer opinion study; consumer exploratory research; and a consumer survey.

From the office of, Malcolm Stone,
Information Officer

Note: Dr. Mallen can be reached at 879-2898.